

**REMARKS**

This Preliminary Amendment is submitted to improve the form of the claims as originally-filed. New claims 32-33 are presented. No new matter is presented in any of the foregoing and, accordingly, approval and entry of the new claims are respectfully requested. Claims 1-33 are pending.

**Background**

An Office Action mailed June 5, 2003 objected to claim 14 under 37 CFR 1.75(c) and rejected claims 1-31 under 35 U.S.C. 102(b) as being anticipated by Herz et al. (U.S.P. 5,754,938). Applicants filed an Amendment on August 30, 2004 arguing, in part, to overcome the objection to claim 14 that as set forth in MPEP 2106.IV.B.1(b) "nonfunctional descriptive material may be claimed in combination with other functional descriptive," and arguing, in part, to traverse the '102 rejection of claims 1-31, that Herz does not teach features recited by independent claims including "representation of a client," but merely a collection of attributes.

A Final Office Action mailed December 2, 2004 again objected to claim 14 under 37 CFR 1.75(c) and rejected claims 1-31 under 35 U.S.C. 102(b) as being anticipated by Herz.

Applicants filed a Response After Final Rejection, Request For Withdrawal of Final Status, As Premature and Incomplete, And Request For Interview on March 2, 2005. Applicants argued that the Final Office Action was incomplete as not addressing Applicant's arguments overcoming the objection to claim 14 and not addressing arguments traversing the rejection of the independent claims.

In an Advisory Action mailed March 15, 2005, the Examiner denied the Request For Withdrawal of Final Status because "the examiner believes that the final rejection is complete and clear," and denied the Request for an Interview since "the examiner also believes that it will require far more than nominal further consideration to place this application in condition for allowance, so an interview after-final is not appropriate." (Advisory Action Continuation Sheet).

The Advisory Action also indicated that "Applicant may also petition the Tech. Center Director (practically, by telephoning Supervisory Primary Examiner)" (See, Block 11 of Continuation Sheet). Accordingly, Applicant's representative conducted a telephone discussion with the Supervisory Primary Examiner on March 21, 2005 who indicated he would try to look at the case.

### Request For Interview

Applicants respectfully request an in-person interview with the Examiner and the Examiner's supervisor prior to issuance of a next Action to better understand the Examiner's concerns.

### New Claims

New claims 32-33 are presented to recite features of the present invention in an alternate fashion. New claim 32 recites a computer system including "a unit that receives client identification information from a terminal of one client; and a unit that transmits, to said terminal of said one client, display information in which an image to identify said one client and images to identify other clients who belong to a genre registered by said one client in advance are positioned at predetermined locations, in response to a receipt of said client identification information. " New claim 33 recites a system including "a client terminal; a receiver receiving client identification information from the terminal; and a transmitter transmitting, to the terminal, display information in which client representation information of a first client and client representation information of a second client." (See, for example, FIG. 5 and FIGs. 15-22).

These, and other, features of claims 32-33 patentably distinguish over the prior art, and they are submitted to be allowable for the recitations therein.

It is respectfully requested that this Preliminary Amendment be entered in the above-referenced application.

If there are any additional fees associated with filing of this Preliminary Amendment, please charge the same to our Deposit Account No. 19-3935.

Respectfully submitted,

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